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## October 19, 2012 - ALEC UCC Meeting Minutes

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**ALEC Undergraduate Curriculum Committee**  
**Minutes**  
**October 19, 2012**

Present: Kathy Bennetch, Karen Cannon, Lindsay Hastings, Dann Husmann, Myunghwa Kang, Gina Matkin, Jennifer Schoen, Roger Terry, Chair, and Malika Yadgarova

Minutes from August 31, 2012 were approved.

**Unfinished Business/Ongoing Business**

Terry reminded everyone to continue working on their 2013-14 undergraduate catalog updates.

*ALEC 388* – Matkin reported Will Bird has been teaching ALEC 388 this semester. However, his expertise is in youth leadership development. Agricultural Economics has indicated to Dr. Balschweid they are not interested in teaching ALEC 388 anymore. Discussion is ongoing about changing the focus of the course and the implications of that action. Cannon mentioned this course is important to Ag Journalism. With the current course and curriculum revisions it could be incorporated to include ethical issues, a communications related piece. How do you discuss ethical issues and how do you approach solutions? Presently it is taught every fall and spring semester but it could be an online summer course. Currently the AECN course is lecture orientated with 60-70 students in the class. **Matkin moved to table until next meeting. Seconded by Cannon. Approved.**

*PEARL Assessment* – Matkin reported she submitted the ALEC Pearl Assessment to Dr. Markwell. She explained reviewers focus on the results and planning sections. We need to examine our assessment plan, our leadership program review and potential revisions. Also, look at the match between what we are evaluating with our students and what they need out in the workplace. Our goal is to get everybody up to synthesis and evaluation. The ALEC 495 Internship is used for our assessment since it is a capstone project. Some programs actually just take their ACE assessment and put it in pearl as their plan and then comment on it every year on how they are going, which is an efficient way to do it. **Matkin moved to approve the Ag Leadership pearl assessment which was already submitted to Dr. Markwell. Seconded by Cannon. Approved.** Matkin reported right now there is about a 50% submission rate for the pearl plan. Several programs are only submitting results. That committee has been asked to work with faculty to see how they can help streamline the process and make it useful so that the faculty that do submit their pearl engage in the process and use it in our programs. Cannon mentioned it would be helpful to have a breakout session at the winter intern workshop where people could brainstorm ideas, bring them together, think about it and do actual work together. Husmann indicated, from the administrative side of things, the big focus is on assessment, our students learning and are they learning the outcomes. If we are not using it on a regular basis and we aren't incorporating it into what we do, rather than an add-on, it's just another class. We can combine it with ACE assessment and make them work together. Matkin said it would have been very helpful if she had visited it every year instead of waiting 5 years, because ACE goes through recertification every 5 years. Is there a way to link the pearl

assessment activity to be an annual update of the ACE 10 outcome and link it to that outcome so when the recertification comes up we have the data?

### **New Business**

*Agribusiness Entrepreneurship and Leadership Learning Community* - Hastings announced a proposal offering a joint hybrid minor of leadership and entrepreneurship. This proposal was drafted by Hastings, Matkin, Bird, and Tom Fields. The proposal is modeled from programs in Vet Science and the Engler minor. It is designed for students across University boundaries with interests in both leadership and entrepreneurship. The students would have the opportunity to choose 3 credit hours under different areas. Matkin indicated they tried to make as many ACE requirements in there as possible, so it would help students fulfill ACE. Husmann mentioned that it could be cross listed with EADP 395/ALEC 395. Hastings mentioned they did visit with Linda Moody about these students also seeking their civic engagement certificate. Matkin said because many of the courses count as the civic engagement minor, it's a great change for students to get that community experience, leadership skills and learn about entrepreneurship. Husmann asked if there were any prerequisites for any of those upper level management classes. Matkin responded in the leadership classes there are prerequisites, but the prerequisites have to do with standing. For an example, leadership and motivation, power and influence, and the diversity class require junior standing; but they propose if the student wants to do the leadership course earlier in their program they can take 202, 302, or 407. If they do it later in their program, then they can take the classes that require junior standing. There are options either way, but there aren't course prerequisites. Husmann recommended getting letters of support from CBA before submitting to the CASNR Curriculum Committee. **Matkin moved to approve the Leadership and Entrepreneurship Minor. Seconded by Cannon. Approved.**

Further discussion continued about the potential of a new learning community around leadership and entrepreneurship. The students who would be interested in signing up for this learning community would take these courses together as a community. The students who would join this learning community would be encouraged to minor in leadership and entrepreneurship. Matkin asked if people need to apply to be in this community, and do they have to be a CASNR student? Do they have to be in one of the minors? Hastings has a meeting in November with Tammy Burnett, academic coordinator for learning communities, and she will present these questions at that meeting for clarification. The students would actually live in these learning communities. Husmann noticed on the proposal it mentioned open to non-majors. Cannon indicated from her experience in a learning community, you do not have to be declared as a certain major or have to be in a certain college or anything. You just had to indicate your interest to participate in a community. Terry said for the record, this discussion about the learning community was for information and feedback.

*Recruitment materials* – Cannon presented a mock-up of new recruitment materials including a new departmental brochure and other materials which was developed by Alison Bennett in Ed Media. Shortly, the program leaders will be asked to submit their program text for the recruitment materials. Another project will be a winter postcard to prospective students. Again, the program materials need to be submitted by the program leader for each card. The new recruitment materials will also be posted on our website.

*ENTO 915, ENTO 826* – Cannon announced presently Lana Johnson teaches both of these courses that are listed as Entomology 915 and 826. One is a presentations course that entomology students must take. It's a popular scientific presentations course and it helps graduate students learn how to translate scientific information into their posters and into their presentations at research conferences. The faculty member, Marion Ellis, who teaches this course, is retiring and is very interested in keeping this course continuing and so is Lana. Both think this course is very beneficial to all graduate students. It's a communication-oriented course, and since the faculty member is retiring, there needs to be a faculty member associated with it full-time. Lana is interested in doing more teaching and has excellent teaching experiences with the class. Cannon plans on visiting with Gary Brewer, head of entomology, and figure out how we get the course moved over to ALEC. The second course is Entomology Scientific Illustration and Cannon indicated as it is structured now it doesn't fit in our programs. However, this is a visual communications course and would be a natural fit to move into our department; both undergraduate and graduate. Again, Lana has received student reports for teaching this class very well. Both classes are offered distance, and the 915 is offered every other year on campus. Cannon plans on presenting a proposal at the next ALEC Undergraduate Curriculum Committee and Graduate Committee meetings.

*Changes to Undergraduate Bulletin* – Cannon reminded everyone that any changes to the undergraduate bulletin need to be approved by this committee. She proposed eliminating the Production Agriculture Option A (15 credits). Option B (12-20) allows students to have a minor in CASNR for 12 credits, so why choose an option for 15 credits? Edits were made to the descriptions about the major. The Ag & Natural Resources Public Relations option, the changes suggested were to eliminate account planning. Now there will be only two required courses (6 credits) and the rest of the nine credits are optional from the courses listed. **Matkin moved to approve. Seconded Husmann. Approved**

#### **Announcements/Updates**

*Recruitment Update* - Schoen presented the new student and transfer student list for Spring 2012 and Fall 2013. The Power of Red event is Sunday, November 3. At this time, eight students and thirteen guests have indicated they will be attending. Yadgarova showed all the promotional materials that are available for the sharing with potential students. They are available in her office area.

*Search Committees* – Terry reported the Ag Journalism/Ag Communications assistant professor search has two candidates coming to interview on November 8 and November 20. The third candidate has withdrawn, because they had accepted another position elsewhere. Cannon encouraged everyone to participate in the interview process.

*ALEC Advisory Council meeting is October 31 from 10:00 – 2:00 in the East Union.*